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Agricultural Marketing Service  
and the  
MICHIGAN DEPARTMENT OF AGRICULTURE  
Bureau of Foods and Standards  
Cooperating

MARKET NEWS SERVICE ON FRUITS & VEGETABLES

MARKETING MICHIGAN CELERY  
SUMMARY 1956 SEASON

by

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Benton Harbor, Michigan

March, 1957

MARKETING MICHIGAN CELERY  
1956 Season  
by

R. E. Keller

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Page 1 MARKETING THE MICHIGAN CELERY CROP 1956 Season  
1956 Season

GENERAL COMMENTS:

Below average returns, and above average yields featured the 1956 celery marketing season. Returns were especially low on the Early Fall production.

The average value of the early summer crop was placed at 3.36 per cwt by the Crop Reporting Service and compares to 3.83 in 1955 and 3.46 for 6 year average (1949-54). Returns on Early Fall crop were much lower and was placed at 2.50 per cwt as compared to 4.59 in 1955 and 3.19 for previous 6 year average.

The total value of the 1956 harvest (Early Summer & Early Fall production combined) was placed at \$2,377,000.00, 33% below 1955 value of \$3,538,000.00 and 24 under average 6 year (1949-54) of \$3,140,000.00.

Michigan's acreage was cut slightly in both the Early Summer and Early fall plantings. Excessive supplies was the principal cause of low prices. Michigan's production as well as other states east of the Rockies, and especially Michigan's production was delayed by late Spring. Michigan's Early Summer harvest was delayed about three weeks by cold late weather and early Spring rains. This resulted in a shorter marketing period in which to distribute and sell this crop.

Also, California's Early Summer production showed about a 50% increase over 1955 and 78% over average (6 years - 1949-54)

Michigan's Early Fall harvest was shortened by severe frost occurring Oct. 9, Quality and condition of stock harvested after this date was impaired and mostly on salvage basis.

A review of F.C.C.B. sales shows a steady decline thru the marketing season. Pascal packed in 16" crates 2 $\frac{1}{2}$ -3 dozens ranged for week ending July 20th from \$2.00-3.00 and \$2.00-2.50 for week ending July 27. Sales at top of range dropped a quarter the week ending August 3, amounting to \$3.25 and for the week ending August 10 ranged from \$2.00-2.25. The week ending August 27 sales ranged from \$1.75-2.00 and for week ending August 31 from \$1.50-2.00. Sales for September and first two weeks in October ranged \$1.45-1.75.

PRODUCTION AND YIELDS:

The Crop Reporting Board AMS, final Dec. 1, 1956 placed the 1956 Michigan early crop at 374,000 cwt. 11% below 1955 production of 421,000 cwt. and 10% under average (6 years 1949-54) of 415 cwt. Production in the Early Fall crop was somewhat better amounting to 448,000 cwt about 7% more than 1955 production of 420,000 cwt but 21% less than average (6 years 1949-54) of 571,000 cwt.

The combined production of Early Summer and Early Fall varieties amounted 822,000 cwt. less than 1955 production of 841,000 cwt. and 17% below 6 year average of 986,000 cwt.

While production was below average, yields were above average in both Early Summer and Fall groups. The production decrease being due to reduction in acreage.

VARIETIES:

Pascal type celery constitutes the bulk of production for fresh market, with only limited quantities of Golden Heart type so utilized. Most of the Golden Heart type produced was sold to processors.

QUALITY, CONDITION, AND SIZE:

Generally, quality, condition, and size was above average. Weather during July, August, and first half of September was milder than usual and rains were timely factors which aided quality. The weather the last two weeks in September and the first 10 days of October was dry, and quality and condition was below average for this period. A hard freeze occurred October 9, and this combined with dry condition of field caused sever damage to unharvested

QUALITY, CONDITION, AND SIZE CONTINUED:

portion of crop remaining. The balance of harvest was on salvage basis after this freeze.

SHIPMENTS:

The bulk of Michigan celery shipments moved to market via truck. This season the weekly truck movement was collected from 14 shippers, all the known active shippers operating in Michigan. The movement so tabulated amounted 1,849 carlot equivalents.

CELERY UNLOADS - PRINCIPAL TERMINAL MARKETS HANDLING MICHIGAN STOCK DURING MICHIGAN SHIPPING SEASON JULY THRU OCTOBER 1956:

Unloads by months and State of origin are tabulated on page 3 of this summary and indicate both extent to which Michigan and competing states supply these markets. California and Michigan are principal states supplying these terminals during the months of Michigan's active shipments. It will be noted in Chicago Michigan unloads amounted to 456 carlot equivalents, California 402 and other states 55. Michigan was largest supplier of celery to Chicago during this period. While in Detroit - right in the state of Michigan - California unloads amounted to 136, Michigan 82 and other states only 2 carlot equivalents. In Atlanta, Michigan furnished bulk of supplies in this market with unloads of 84 cars as compared to 24 for California & 1 car for other states. In the other terminal markets using Michigan stock California furnished bulk of supplies. Cincinnati used 155 cars of California stock, 22 cars of Michigan stock, 11 cars of New York celery and 65 cars from other states Kansas City unloads were: California 128 cars, other states 6, and Michigan only 1. St. Louis unloads were: California 184 cars, Michigan 29 cars, and other states 18 cars. New Orleans unloads were: California 82 cars, Michigan 11 cars, and other states 10 cars.

CONSOLIDATED REPORT OF RAIL AND TRUCK RECEIPTS IN 32 MARKETS IN CARLOTS AND CARLOT EQUIVALENTSDAILY ON CELERY - 1956 SEASON:

The Market News Service inaugurated a report late in 1955 to increase coverage of arrivals and unloads in major markets to furnish trade a more complete sample of movement of principal fruit and vegetables on a daily basis. A daily tabulation of receipts of celery in these markets is tabulated on pages 4 and 5.

It will be noted that Michigan's receipts in these 32 markets for the period July 12 thru October 12 amounted to 713 cars and the total for all the states for same period was 8,548 cars or slightly over 8%. Truck movement tabulated from 14 Michigan shippers for the season amounted 1849 carlot equivalent. Thus the receipts in 32 cities amounted to 38% of this volume.

The daily receipts in the 32 markets can be used as a sample guide as to daily state and national movement, and will indicate increases or decreases that will effect supply and market values.

## CELERY UNLOADS—PRINCIPAL TERMINALS HANDLING MICHIGAN STOCK

During Michigan's Shipping Season July through Oct. - 1956

Celery unloads rail and truck combined by states for months indicated

| DATE: | Mich. | Calif. | New York | Other | Total | Total | Total |
|-------|-------|--------|----------|-------|-------|-------|-------|
|       |       |        |          |       | 1956  | 1955  | 1954  |

A T L A N T A

|        |       |        |          |       |       |       |       |
|--------|-------|--------|----------|-------|-------|-------|-------|
| 1956   |       |        |          |       |       |       |       |
| July   | 15    | 13     | ..       | ..    | 28    | 26    | 28    |
| Aug.   | 22    | 1      | ..       | ..    | 23    | 25    | 22    |
| Sept.  | 24    | 4      | ..       | ..    | 28    | 21    | 42    |
| Oct.   | 23    | 6      | ..       | 1     | 30    | 22    | 26    |
| TOTALS | 84    | 24     | ..       | ..    | 109   | 94    | 118   |
| DATE:  | Mich. | Calif. | New York | Other | Total | Total | Total |
|        |       |        |          |       | 1956  | 1955  | 1954  |

C H I C A G O

|       |       |        |          |       |       |       |       |
|-------|-------|--------|----------|-------|-------|-------|-------|
| 1956  |       |        |          |       |       |       |       |
| July  | 68    | 149    | ..       | 7     | 224   | 262   | 237   |
| Aug.  | 120   | 95     | ..       | 3     | 218   | 246   | 222   |
| Sept. | 130   | 53     | ..       | 21    | 204   | 232   | 245   |
| Oct.  | 138   | 105    | ..       | 24    | 267   | 235   | 238   |
| TOTAL | 456   | 402    | ..       | 55    | 913   | 975   | 942   |
| DATE: | Mich. | Calif. | New York | Other | Total | Total | Total |
|       |       |        |          |       | 1956  | 1955  | 1954  |

C I N C I N N A T I

|       |       |        |          |       |       |       |       |
|-------|-------|--------|----------|-------|-------|-------|-------|
| 1956  |       |        |          |       |       |       |       |
| July  | 2     | 55     | ..       | 10    | 67    | 55    | 49    |
| Aug.  | 6     | 40     | ..       | 14    | 60    | 51    | 36    |
| Sept. | 6     | 28     | ..       | 21    | 55    | 43    | 35    |
| Oct.  | 8     | 32     | ..       | 20    | 61    | 49    | 50    |
| TOTAL | 22    | 155    | ..       | 65    | 243   | 198   | 170   |
| DATE: | Mich. | Calif. | New York | Other | Total | Total | Total |
|       |       |        |          |       | 1956  | 1955  | 1954  |

D E T R O I T

|       |       |        |          |       |       |       |       |
|-------|-------|--------|----------|-------|-------|-------|-------|
| 1956  |       |        |          |       |       |       |       |
| July  | 23    | 45     | ..       | ..    | 68    | 62    | 56    |
| Aug.  | 38    | 27     | ..       | 1     | 66    | 83    | 54    |
| Sept. | 20    | 64     | ..       | 1     | 85    | 81    | 66    |
| TOTAL | 81    | 136    | ..       | 2     | 219   | 226   | 176   |
| DATE: | Mich. | Calif. | New York | Other | Total | Total | Total |
|       |       |        |          |       | 1956  | 1955  | 1954  |

K A N S A S C I T Y

|       |       |        |          |       |       |       |       |
|-------|-------|--------|----------|-------|-------|-------|-------|
| 1956  |       |        |          |       |       |       |       |
| July  | ..    | 40     | ..       | ..    | 40    | 31    | 45    |
| Aug.  | 28    | 28     | ..       | 2     | 30    | 33    | 30    |
| Sept. | 1     | 29     | ..       | 2     | 32    | 43    | 43    |
| Oct.  | ..    | 31     | ..       | 2     | 33    | 14    | 40    |
| TOTAL | ..    | 128    | ..       | 6     | 135   | 151   | 158   |
| DATE: | Mich. | Calif. | New York | Other | Total | Total | Total |
|       |       |        |          |       | 1956  | 1955  | 1954  |

N E W O R L E A N S

|       |       |        |          |       |       |       |       |
|-------|-------|--------|----------|-------|-------|-------|-------|
| 1956  |       |        |          |       |       |       |       |
| July  | 6     | 28     | ..       | ..    | 34    | 27    | 27    |
| Aug.  | 3     | 33     | ..       | ..    | 36    | 23    | 29    |
| Sept. | 2     | 31     | ..       | 10    | 33    | 24    | 23    |
| TOTAL | 11    | 82     | ..       | 10    | 103   | 74    | 79    |
| DATE: | Mich. | Calif. | New York | Other | Total | Total | Total |
|       |       |        |          |       | 1956  | 1955  | 1954  |

S T. L O U I S

|       |       |        |          |       |       |       |       |
|-------|-------|--------|----------|-------|-------|-------|-------|
| 1956  |       |        |          |       |       |       |       |
| July  | 12    | 50     | ..       | 3     | 53    | 66    | 63    |
| Aug.  | 44    | 44     | ..       | ..    | 56    | 59    | 55    |
| Sept. | 9     | 36     | ..       | 6     | 51    | 57    | 62    |
| Oct.  | 8     | 54     | ..       | 9     | 71    | 54    | 64    |
| TOTAL | 29    | 184    | ..       | 18    | 231   | 236   | 244   |
| DATE: | Mich. | Calif. | New York | Other | Total | Total | Total |
|       |       |        |          |       | 1956  | 1955  | 1954  |

## MARKETING MICHIGAN CELERY

1956 Season

CELERY - DAILY TABULATION JULY 12 TO OCT 12, 1956 OF CONSOLIDATED REPORT OF RAIL AND TRUCK RECEIPTS IN C. RIOT EQUIVALENTS BY STATES OF ORIGIN IN 32 MARKETS. (Atlanta, Baltimore, Boston, Buffalo, Chicago, Cincinnati, Cleveland, Dallas, Denver, Detroit, Houston, Indianapolis, Jackson, Mississippi, Kansas City, Mo., Los Angeles, Milwaukee, New Orleans, Minneapolis, New York, Oakland, Calif., Philadelphia, Pittsburgh, Portland, Ore., St. Louis, Salt Lake City, San Antonio, San Francisco, Seattle Washington, D. C. Birmingham, Ala., and Louisville, Ky.

|        | Mass. | Ind. | Colo. | Calif. | Dates |
|--------|-------|------|-------|--------|-------|
| July   |       |      |       |        |       |
| 12     | 112   |      | 1     |        |       |
| 13     | 131   |      | 1     |        |       |
| 16     | 216   |      | 1     |        |       |
| 17     | 106   |      | 1     |        |       |
| 18     | 107   |      | 1     |        |       |
| 19     | 115   |      | 1     |        |       |
| 20     | 165   |      | 1     |        |       |
| 23     | 85    |      | 1     |        |       |
| 25     | 74    |      | 1     |        |       |
| 26     | 106   |      | 1     |        |       |
| 27     | 83    |      | 1     |        |       |
| 30     | 129   |      | 1     |        |       |
| 31     | 76    |      | 1     |        |       |
| Aug.   |       |      |       |        |       |
| 1      | 71    |      | 1     |        |       |
| 2      | 79    |      | 1     |        |       |
| 3      | 32    |      | 1     |        |       |
| 6      | 133   |      | 1     |        |       |
| 7      | 74    |      | 1     |        |       |
| 8      | 83    |      | 1     |        |       |
| 11     | 61    |      | 1     |        |       |
| 12     | 81    |      | 1     |        |       |
| 13     | 119   |      | 1     |        |       |
| 14     | 71    |      | 1     |        |       |
| 15     | 69    |      | 1     |        |       |
| 16     | 82    |      | 1     |        |       |
| 17     | 76    |      | 1     |        |       |
| 18     | 160   |      | 1     |        |       |
| 19     | 77    |      | 1     |        |       |
| 20     | 74    |      | 1     |        |       |
| 21     | 72    |      | 1     |        |       |
| 22     | 78    |      | 1     |        |       |
| 23     | 129   |      | 1     |        |       |
| 24     | 78    |      | 1     |        |       |
| 25     | 65    |      | 1     |        |       |
| 26     | 78    |      | 1     |        |       |
| 27     | 68    |      | 1     |        |       |
| 28     |       |      |       |        |       |
| 29     |       |      |       |        |       |
| 30     |       |      |       |        |       |
| 31     |       |      |       |        |       |
| Sept.  |       |      |       |        |       |
| 4      | 134   |      | 3     |        |       |
| 5      | 65    |      | 1     |        |       |
| 7      | 74    |      | 1     |        |       |
| 10     | 71    |      | 1     |        |       |
| 11     | 126   |      | 1     |        |       |
| 12     | 60    |      | 1     |        |       |
| 13     | 64    |      | 1     |        |       |
| 14     | 60    |      | 1     |        |       |
| 17     | 67    |      | 1     |        |       |
| 18     | 151   |      | 1     |        |       |
| 19     | 74    |      | 1     |        |       |
| 20     | 65    |      | 1     |        |       |
| 21     | 88    |      | 1     |        |       |
| 24     | 73    |      | 1     |        |       |
| 25     | 165   |      | 1     |        |       |
| 26     | 72    |      | 1     |        |       |
| 27     | 74    |      | 1     |        |       |
| 28     | 94    |      | 1     |        |       |
| Oct. 1 | 69    |      | 1     |        |       |
| 2      | 129   |      | 1     |        |       |
| 3      | 80    |      | 1     |        |       |
| 4      | 56    |      | 1     |        |       |
| 5      | 66    |      | 1     |        |       |
| 6      | 55    |      | 1     |        |       |
| 7      |       |      |       |        |       |
| 8      |       |      |       |        |       |
| 9      |       |      |       |        |       |
| 10     |       |      |       |        |       |
| 11     |       |      |       |        |       |
| 12     |       |      |       |        |       |
| 13     |       |      |       |        |       |
| 14     |       |      |       |        |       |
| 17     |       |      |       |        |       |
| 18     |       |      |       |        |       |
| 19     |       |      |       |        |       |
| 20     |       |      |       |        |       |
| 21     |       |      |       |        |       |
| 24     |       |      |       |        |       |
| 25     |       |      |       |        |       |
| 26     |       |      |       |        |       |
| 27     |       |      |       |        |       |
| 28     |       |      |       |        |       |
| Oct. 1 |       |      |       |        |       |
| 2      |       |      |       |        |       |
| 3      |       |      |       |        |       |
| 4      |       |      |       |        |       |
| 5      |       |      |       |        |       |
| Total  |       |      |       |        |       |

## MARKETING MICHIGAN CELERY

1956 Season

CELERY - DAILY TABULATIONS FOR JULY 12-OCT. 12, 1956 CONTINUED.

| Date                        | Calif.                      | Ohio                  | Ind.                  | Mass.                     | Mich.                     | New Jersey            | New York                  | Ohio                  | Utah                  | Washn.                | Other                         | Total |
|-----------------------------|-----------------------------|-----------------------|-----------------------|---------------------------|---------------------------|-----------------------|---------------------------|-----------------------|-----------------------|-----------------------|-------------------------------|-------|
| Oct.<br>9<br>10<br>11<br>12 | 123<br>66<br>65<br>79<br>57 | 2<br>1<br>1<br>1<br>1 | 1<br>1<br>1<br>1<br>1 | 2<br>10<br>10<br>11<br>16 | 17<br>10<br>11<br>16<br>4 | 7<br>4<br>5<br>6<br>4 | 18<br>10<br>11<br>16<br>6 | 3<br>3<br>3<br>3<br>1 | 2<br>4<br>3<br>4<br>4 | 1<br>1<br>1<br>1<br>1 | 335<br>96<br>103<br>131<br>92 | 184   |
| TOTAL                       | 5273                        | 101                   | 25                    | 106                       | 713                       | 238                   | 1031                      | 208                   | 32                    | 156                   | 75                            | 8548  |

CROP ESTIMATE - CELERY - NATIONAL: Released by Crop Reporting Board, AMS, Washington D. C. final (Dec. 1) 1956 report: Acreage, Yield, & Production for 1956, 1955 & 1956 average (1949-54).

| SEASONAL GROUP<br>AND<br>STATE | ACRES FOR HARVEST |        |        | YIELD PER ACRE |               |      | PRODUCTION |               |               |               |
|--------------------------------|-------------------|--------|--------|----------------|---------------|------|------------|---------------|---------------|---------------|
|                                | 7-year<br>av.     |        | 1955   | 1956           | 6-year<br>av. | 1955 | 1956       | 6-year<br>av. | 1955          | 1956          |
|                                | 1949-54           |        |        |                | 1959-54       |      |            | 1949-54       |               |               |
|                                | Acres             | Acres  | Acres  |                | Cwt.          | Cwt. | Cwt.       | 1,000<br>cwt. | 1,000<br>cwt. | 1,000<br>cwt. |
| <u>Winter:</u>                 |                   |        |        |                |               |      |            |               |               |               |
| Florida                        | 5,970             | 5,300  | 6,200  |                | 385           | 483  | 410        | 2/ 2,307      | 2,560         | 2,542         |
| Arizona                        | 300               | 260    | 260    |                | 389           | 312  | 400        | 2/ 118        | 81            | 104           |
| California                     | 3,580             | 3,500  | 4,000  |                | 473           | 546  | 525        | 1,691         | 1,911         | 2,100         |
| Group total                    | 9,850             | 9,060  | 10,460 |                | 417           | 502  | 454        | 4,115         | 4,552         | 4,746         |
| <u>Spring:</u>                 |                   |        |        |                |               |      |            |               |               |               |
| Florida                        | 4,120             | 3,800  | 3,900  |                | 409           | 429  | 375        | 2/ 1,676      | 2/ 1,630      | 2/ 1,462      |
| California                     | 2,330             | 2,800  | 3,100  |                | 743           | 830  | 820        | 1,737         | 2,324         | 2,542         |
| Group total                    | 6,450             | 6,600  | 7,000  |                | 529           | 599  | 572        | 3,413         | 3,954         | 4,004         |
| <u>Early Summer:</u>           |                   |        |        |                |               |      |            |               |               |               |
| Massachusetts                  | 330               | 200    | 200    |                | 185           | 180  | 170        | 60            | 36            | 34            |
| New Jersey                     | 640               | 550    | 550    |                | 223           | 255  | 240        | 143           | 140           | 132           |
| Ohio                           | 440               | 350    | 350    |                | 264           | 270  | 285        | 118           | 94            | 100           |
| Michigan                       | 1,330             | 1,200  | 1,100  |                | 313           | 351  | 340        | 2/ 415        | 421           | 374           |
| California                     | 1,380             | 1,900  | 2,600  |                | 544           | 468  | 510        | 739           | 889           | 2/ 326        |
| Group total                    | 4,130             | 4,200  | 4,800  |                | 358           | 376  | 410        | 1,474         | 1,580         | 1,906         |
| <u>Late Summer:</u>            |                   |        |        |                |               |      |            |               |               |               |
| New York                       | 2,520             | 1,700  | 1,600  |                | 298           | 295  | 310        | 2/ 748        | 502           | 544           |
| Colorado                       | 950               | 600    | 600    |                | 302           | 300  | 310        | 2/ 288        | 180           | 186           |
| Washington                     | 420               | 350    | 370    |                | 288           | 345  | 340        | 2/ 120        | 121           | 126           |
| Oregon                         | 150               | 70     | 70     |                | 368           | 330  | 320        | 2/ 53         | 23            | 22            |
| Group total                    | 4,030             | 2,720  | 2,640  |                | 300           | 304  | 333        | 1,207         | 826           | 878           |
| <u>Early Fall:</u>             |                   |        |        |                |               |      |            |               |               |               |
| Massachusetts                  | 350               | 220    | 250    |                | 174           | 135  | 145        | 60            | 30            | 36            |
| New Jersey                     | 440               | 400    | 450    |                | 242           | 250  | 225        | 106           | 100           | 101           |
| Pennsylvania                   | 380               | 250    | 250    |                | 215           | 198  | 235        | 83            | 50            | 56            |
| Ohio                           | 460               | 350    | 350    |                | 243           | 250  | 200        | 113           | 88            | 70            |
| Michigan                       | 2,000             | 1,500  | 1,400  |                | 286           | 280  | 320        | 2/ 571        | 420           | 448           |
| Utah                           | 400               | 240    | 200    |                | 357           | 325  | 360        | 147           | 78            | 72            |
| Group total                    | 4,040             | 2,960  | 2,900  |                | 268           | 259  | 270        | 1,080         | 766           | 783           |
| <u>Late Fall:</u>              |                   |        |        |                |               |      |            |               |               |               |
| California                     | 8,030             | 7,500  | 8,000  |                | 334           | 430  | 430        | 2,665         | 3,225         | 2/ 3,440      |
| ALL STATES                     | 36,530            | 33,040 | 35,800 |                | 383           | 451  | 443        | 13,954        | 14,903        | 15,817        |

CELERY, continued on next page.





